

Public Opinion Survey 2018



# MESSAGE FROM THE CHIEF



Dear Colorado State Patrol Members.

I am pleased to provide you with some extremely positive feedback about the work you do each day. As you may recall, the Colorado State Patrol recently conducted a public opinion survey that focused on customer attitudes and opinions related to; safety, performance, service, community policing and trust.

The final results of our survey are enclosed within

this report. Most importantly, you will notice that our customers are very satisfied with the work we do.

We received exceptional ratings from over 3,200 survey respondents. I am once again impressed by the professionalism, dedication and service our members provide the motoring public on a daily basis.

The public continues to perceive a decrease in safety on the roadways and have noted an increase in traffic across the state. The Colorado State Patrol will be taking proactive actions to provide additional safety awareness, efficiently manage traffic through the implementation of traffic incident management, and work with our partners to ensure the highway infrastructure is as safe as possible.

As an agency, we will continue to review survey results and implement proactive actions throughout our communities across Colorado.

These results will be made public on our website and released to the media.

Again, I can't thank you enough for your dedication to your work.

Sincerely,

Colonel Matthew C. Packard
Chief, Colorado State Patrol



### **INTRODUCTION**

The mission of the Colorado State Patrol (CSP) is to ensure a safe and secure environment for all persons utilizing the strengths of our members to provide professional law enforcement services that reflect our Core Values of Honor, Duty and Respect. In order to measure the success in accomplishing our mission, the CSP surveys its customers every three calendar years to collect feedback on the Patrol's ability to provide public safety services.

The objective of the 2018 Colorado State Patrol Public Opinion Survey was to conduct a survey of consumer attitudes and opinions related to; safety, performance, service, community policing and trust. Through a comprehensive review of the broad pillars of the 21<sup>st</sup> century policing report and the Colorado State Patrol's Strategic Plan, a survey composed of core agreement items, demographic questions, open ended questions, and eight interaction based survey modules was created.

These eight modules are: contact initiated by a trooper, community engagement event, involved in or witnessed a traffic crash, visited a port of entry, roadside assistance, called CSP, other, and don't know/no interactions. Survey responders were prompted to select all interactions or modules they were personally involved in. Depending on which modules were selected different survey items would appear to the respondent. Additionally, each respondent answered questions on traffic and safety. For a detailed view of the survey please refer to Appendix A. Overall, the results from the survey provide a useful platform for organizational learning and change for the Colorado State Patrol in relation to public service.



# **SURVEY APPROACH**

The survey was administered online by OrgVitality, a third-party survey consulting firm, from September 24<sup>th</sup> to November 6<sup>th</sup>.

The survey link was posted on the CSP website, and distributed via social media and printed out contact cards.

In total five distinct links were generated in order to track how individuals learned about and accessed the survey: Contact Card, Facebook, Twitter, CSP Website and Generic Link.

Entry to Survey	N	%
Facebook	2068	64
CSP Website	534	17
Contact Card	275	8
Unknown	223	7
Twitter	117	4

Both Troopers and POE personnel were provided with printed out contact cards prompting customers to follow the link to complete the CSP public opinion survey. Both groups were instructed to inform participants that the survey was optional and completely anonymous.

Members distributed 60,000 survey contact cards. The Facebook and Twitter link was disseminated via posts, shares, likes and re-tweets.

Lastly, the CSP Website link was available at the top of the Colorado State Patrol's homepage. In addition, the survey was also promoted through a public affairs press release and a memo from Chief Packard to all members.

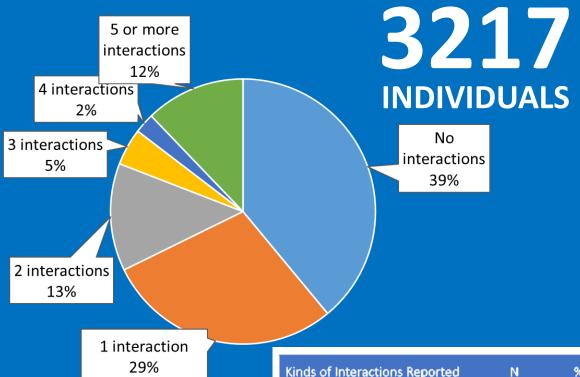
These responses were analyzed and the results are included in this summarized



report. Survey results have been made available to Colorado State Patrol members, the public and Colorado State Patrol constituents.



## WHO DID WE HEAR FROM



The overall sample provides opinions of respondents with varied experiences with the Colorado State Patrol.

In 2012, 430 people responded, of which only 46% had experienced contact with the CSP. In 2015, 2091 people responded, 82% of which had one more contacts with the CSP. In 2018, 3217 responded, 61% of which had one more interactions with the CSP.

Kinds of Interactions Reported	N	%
Other Interaction	1008	31%
Community Engagement Event	877	27%
Contacted by Trooper	860	27%
Don't Know/No Interactions	698	22%
Dialed Colorado State Patrol	608	19%
Involved in /Witnessed Crash	416	13%
Visited a Port of Entry	321	10%
Roadside Assistance	302	9%

Percentages may total > 100% where can check all that apply.

Percentages may total < 100% where respondents skipped item.

The most common respondent were those with one interaction with the Colorado State Patrol.

## WHO WE HEARD FROM

<b>Entry to survey</b>
------------------------

**64%** Facebook (2068)

**17%** CSP Website (534)

**8 %** Contact card (275)

**7%** Unknown (223)

**4%** Twitter (117)

The tables above show multiple identified descriptors.

Self Reported Demographic	N	
Colorado Resident	2890	90%
First Responder	370	12%
CMV Operator	364	11%
Visitor/Tourist	165	5%
Partner, School, or Non Profit	130	4%
Other	126	4%
Male	1581	49%
Female	1521	47%
Decline to Answer/Other Gender	51	2%
White/Caucasian	2523	78%
Hispanic or Latino	197	6%
Multi-Racial	58	2%
Other Ethnicity	53	2%
African-American	30	1%
Asian or Pacific Islander	28	1%
Native American	28	1%

#### Entry to the survey refers to

which link the respondent used to access the survey, which can be mapped to how they heard about the survey – through social media, a contact card, or through the Colorado State Patrol's website.

Social Media was an important route to the survey, and much more popular than in the previous survey. Clearly, many people have a sense of the State Patrol through their virtual presence, even if they don't interact with them in person.

Respondents were asked to answer multiple demographic items:

Self selected demographics – respondents were invited to check as many boxes as they felt applied to them.



## **GENERAL SURVEY FINDINGS**

Overall, the survey sample provided opinions of respondents with varied experiences with the Colorado State Patrol. The previous survey conducted by the Colorado State Patrol in 2015, received 2,091 responses. In contrast, 3,217 people responded in 2018.

The below statements describe the major findings for each interaction type. Overall, most scores are very positive, exceeding 80% favorable.

**Safety**: Declined meaningfully (16 pts), and consistently across groupings. Decline is ongoing since 2009.

**Traffic:** Declined meaningfully, as 66% of respondents feel traffic is worse than 2 years ago. CMV and first responders are most stable.

**Contacted by Trooper:** Respect and clear communication are positive, and stable. Most respondents were contacted for a traffic violation.

**Visited POE:** Respect, clear communication, and clearance times are positive and stable, both overall and in CMV operators. Most interactions end with no specific result.

**Involved in Crash:** Communication in what to do next is high, across types of involvement. Those in the crash improved 3 pts.

**Dialed CSP:** Professionalism and helpfulness are both high and consistent, though respondents reporting aggressive drivers and unsafe road conditions are lower in comparison.



**Roadside Assistance:** Most respondents were a recipient of assistance. Those involved in roadside assistance rate CSP effectiveness higher, but safety lower than other respondents.

Community Engagement Event: Overall, high and consistent. Those who rarely attend events have improved significantly, suggesting they are now getting a sense of impact from other avenues.



# **ACROSS TOPICS**

These statements describe findings specific to groups of interest, across different survey items and topics. Importantly, there are no groups that consistently rate the Colorado State Patrol dramatically lower than others. Minority groups tend to rate the Colorado State Patrol especially positively.

Scores remain high, especially across foundational topics of professionalism, respect and treating all fairly under the law.

Overall effectiveness in enforcement and safety of the roadways have moderate scores in comparison.

Opinions on safety and traffic have moderate scores in comparison, and have declined.

Impact on the community remains strong. New items assess visibility, engagement, and accessibility.

Respondents are more positive on understanding what CSP does, and learning about CSP in interactions than they are about whether CSP understands them.

Member approachability/accessibility varies the most by ethnicity.

Exposure to CSP continues to impact perceptions.

Respondents with interactions, or social media connections to CSP are more positive, especially about community impact.

Comments reflect visibility of recent public safety campaigns.

Respondent segmentations are relatively comparable – by gender, ethnicity, and self classifications.

First Responders and CMV among the most consistent scoring.

Smaller minority groups, such as multi racial and Native American have lower scores, most are stable.

Gaps in gender scores (and response counts) have closed substantially.

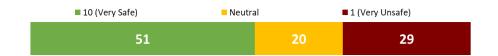


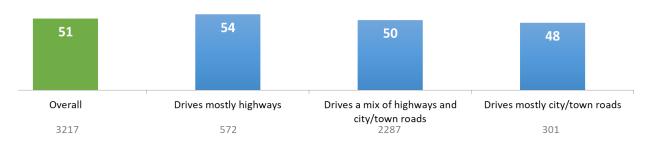
### **SUMMARY OF CORE SURVEY RESULTS**

Below, are the percent favorable reported—the percent of people who answered positively on each item—across all demographics. Overall, scores are strong, and the public clearly views the CSP as fair, honorable, professional and effective, although there is room for improvement when it comes to two-way engagement and ensuring that the CSP has a good sense of the community. Notably, safety and traffic are areas where there has been notable decline.

94%	How satisfied are you with the Colorado State Patrol acting in a professional and honorable manner?
90%	How would you rate the Colorado State Patrol on treating everyone fairly under the law?
86%	How would you rate the Colorado State Patrol on enforcing the law?
80%	How would you rate the Colorado State Patrol on listening to your concerns?
<b>79%</b>	How would you rate the impact of the State Patrol's presence in the community (At schools, community events, education programs, on social media, etc.)?
<b>79</b> %	Through interactions with the Colorado State Patrol, I learn more about how they work to serve my community.
<b>70</b> %	To what extent do members of the Colorado State Patrol demonstrate understanding and support members of the community like you?
69%	To what extent are members of the Colorado State Patrol approachable and accessible to members of the community like you?
60%	Considering everything, how would you rate Colorado's highways and interstates?

# HOW SAFE DO YOU FEEL TRAVELING ON COLORADO'S HIGHWAYS?





Trend: Mean Safety Rating				
2009	2012	2015	2018	
7.4	7.6	7.1	6.2	

of respondents feel safe on Colorado's highways, though the score varies depending on the respondent's driving habits.

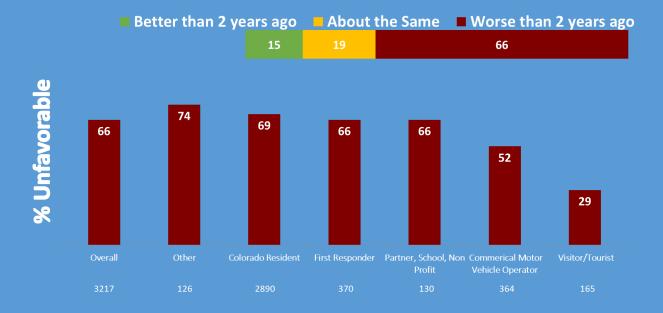
In **2018**, the mean score is **6.2**.

This is down from 7.1 in 2015, 7.6 in 2012 and 7.4 in 2009.

While the survey methodology and sample is different across years, opinions from the general safety data support the public's opinion that safety is declining.



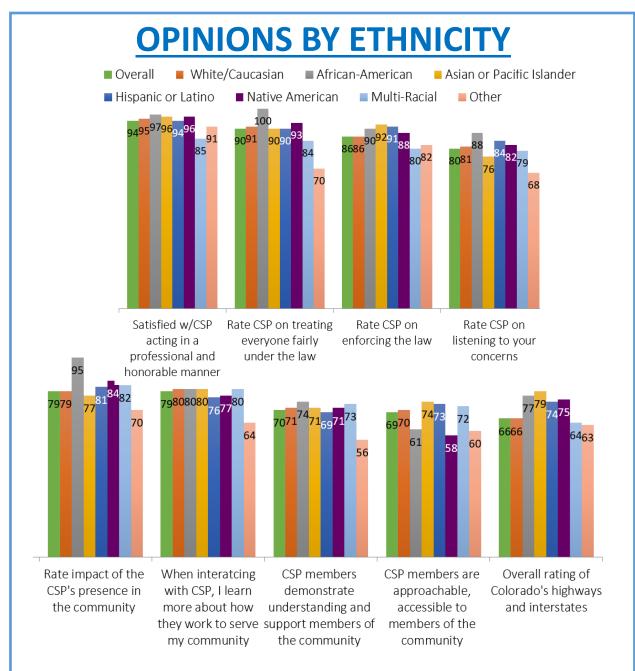
# HOW HAS TRAFFIC ON COLORADO'S HIGHWAYS CHANGED IN THE PAST 2 YEARS?



The scores in the red bars underneath the three-part bar refer to percent unfavorable, the percent of respondents who rated traffic as worse than it was two years ago.

Opinions on traffic vary by respondent demographic.
Implications of traffic impact respondents' rating of traffic; residents and first responders are more critical (presumably those most impacted by traffic conditions), while visitors are less critical.

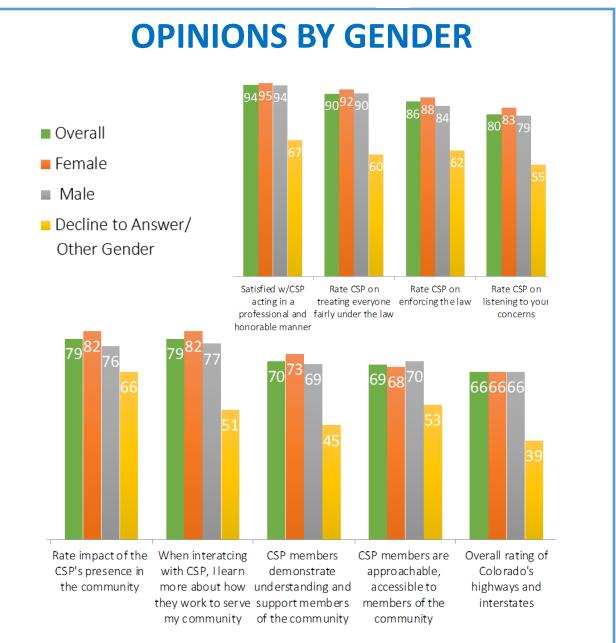




African American respondents are most positive in rating the CSP on community impact and treating everyone fairly under the law. Multi-racial, Native American, and 'Other' respondents are more skeptical, especially about community engagement and safety.

While there are some differences to understand, the overall pattern shows more similarity than not.





Female and Male opinions are very close – the small gaps that exist reflect more community connection and impact perceived by female respondents. Those who decline to identify are low across the board, suggesting an overall skepticism from the segment of respondents rather than a specific issue.

Gender responses are much closer than in 2015 – females are slightly higher in community engagement items, whereas safety ratings are the same.

The 'decline to answer' group is low across the board, suggesting a general skepticism rather than a specific individual issue.

### **ADVICE FOR THE CHIEF**

All respondents were invited to provide open-ended feedback.

**1,974** respondents provided feedback to the question, "If you could give Chief Packard of the Colorado State Patrol any advice, what would it be?"

Well everyone sees state patrol and freaks out...y'all have a bad rep for being jerks. I feel like y'all need more positive ways to get people to feel comfortable around you...l rarely see y'all at community events.. People need to see CSP as a good force in the community.

Work with CDOT to expand highways and make them safer. Roads in CO are grossly undersized and that has made them dangerous.

The way that things have been worded lately on the highway marquis are great. If more advertisements/informative adverts could be shown on the consequences of reckless/impaired driving, maybe it would sink in.

Would like to see more laws enforced. No passing over solid white line, no "cruising" in left lane without passing, commercial vehicle safety checks, crack down on road rage. We'd love to see more community outreach if possible. Maybe in the schools.

Respondents also had an opportunity to provide feedback on managing traffic, greatest threats to safety, examples for their ratings of the Colorado State Patrol, and clarification of any times when they selected "other" as an answer.



# **AREAS FOR MORE EFFORT/ENFORCEMENT**

In what areas would you like to see more effort/		
enforcement by the Colorado State Patrol?	N	%
Aggressive/Reckless Driving	2341	73%
Distracted Driving	2269	71%
Impaired Driving	1404	44%
Speeding	1303	41%
Traffic Management	679	21%
Community Outreach Programs	589	18%
Pedestrian/Bicyclist Safety	440	14%
Commercial Motor Vehicle Safety	426	13%
Roadside Assistance	344	11%
Victims Assistance	200	6%
Other	154	5%

too many people are texting and talking on their cell phones I wish the state of Colorado with pass a measure to ban this

Weather with inexperienced or ill-equipped drivers

The high speeds and the impaired drivers. You can smell the marijuana omitting from vehicles when they pass on a two lane highway

Volume of vehicles. Narrow roadways. Poor road conditions year round.

Shortage of snow plows and snow plow drivers.

Too much traffic!

wildlife and condition of the road itself



# **OPINIONS BY TROOP COVERAGE AREA**

DatalineName ▼	ResponseCount 🕌	Q2001_Fav 🔻	Q2036_Fav 🔻	Q2038_Fav 🔻	Q2035_Fav *	Q2007_Fav 🔻	Q2050_Fav 🔻	Q2052_Fav *	Q2051_Fav 🔻	Q2000_Fav 🔻	Q2021_Fav 🔻	Q2019_Fav
								To what extent				
							Through	do members of	To what extent			
		How satisfied					interactions	the Colorado	are members			In your
		are you with	How would you				with the	State Patrol	of the Colorado			opinion, how
		the Colorado	rate the	How would you	How would you	How would you	Colorado State	demonstrate	State Patrol	Considering		has traffic on
			Colorado State		rate the	rate the impact		understanding		everything,	How safe do	Colorado's
				Colorado State						how would you	,	highways
		•			Patrol on		how they work			rate Colorado's		changed in the
					listening to	presence in the		the community		,	Colorado's	past two
					your concerns?			like you?	like you?	interstates?	highways?	years?
Troop 1D	378	92		86				71	69	60	46	9
Troop 1C	355	91	91	83					68	62	50	
Troop 2B	339	95		79					67	59	45	
Troop 1A	334	93		85					74	62	44	
Troop 3A	228	93		80					64	57	41	
Troop 4A	207	96		88					70	77	56	
Troop 2D	169 160	90		79 87	75 78				60 62	63 71	48 59	
Troop 4C Troop 2A	113	96		91	86				75	67	56	
Troop 5C	109	94		91	78					67	60	
Troop 3B	98	96		89				70	68	57	50	
Troop 5A	61	95		95					67	74		
Troop 2C	61	95		100					60	69	45	
Troop 4B	58	98		94					55	69	62	
Troop 5B	51	96		98					68	76		
Gaming Areas	36	97	88	85	82	81	89	69	75	58	38	
Troop 3D	29	86		86					52	66	56	10
Troop 2E	27	96	88	88	81	86	90	71	79	63	38	15
Troop 1E	9	100	88	75	86	67	88	63	63	44	38	
Troop 3C	6	83	83	100	80	60	80	50	50	67	83	

Scores across Troop are most different when relating to the roads/ safety, and are most similar when relating to how CSP acts/treats the public.

Respondents were asked to provide their home zip code. Zip codes were aggregated into counties, and then into troop coverage.

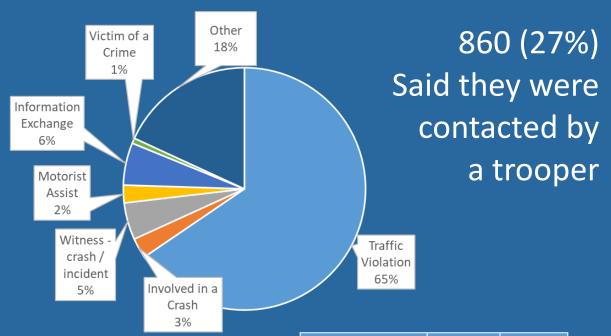
The table above displays the scores for all core items across troop coverage areas. The previous scores from the map are repeated here in the second column from the right.

The green numbers represent strengths, with scores 80% favorable or higher, while the red represents areas of opportunity with scores 70% or lower.

Scores are consistent across troop coverage area, indicating that respondents have a consistent experience across troopers and that troopers operate relatively consistently.



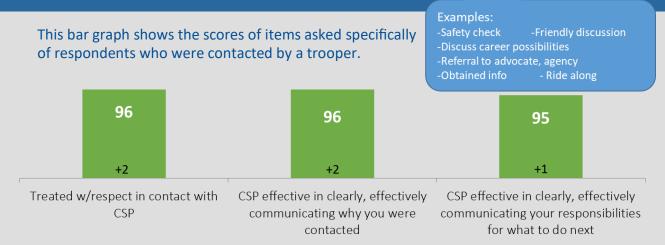
## **INTERACTION: CONTACTED BY TROOPER**



The pie chart above shows the percentage of reasons why respondents were contacted.

The table to the right shows the result.

Result	N	%
Warning	432	50%
None	159	18%
Citation	140	16%
Other	115	13%
Arrest	7	1%



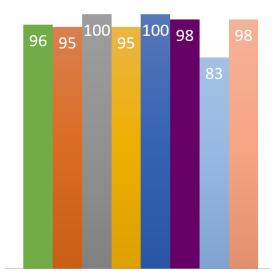
Consistent with the overall items on professionalism and fairness,

19 of 20 respondents contacted by troopers felt respected,
with clear communication about their interactions.

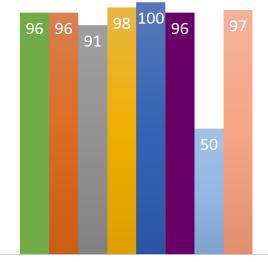
Scores are extremely positive, and stable from 2015.

OUR FAMILY
PROTECTING

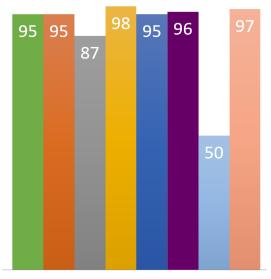
### INTERACTION: CONTACTED BY TROOPER



Treated w/ respect in your contact with CSP



Effectiveness in clearly, effectively communicating why you were contacted



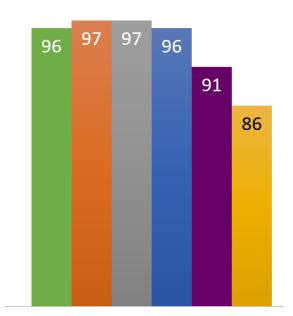
Effectiveness in clearly, effectively communicating responsibilities for what to do next

Victims are noticeably lower on communication items, though the response group is very small. No groups declined meaningfully.

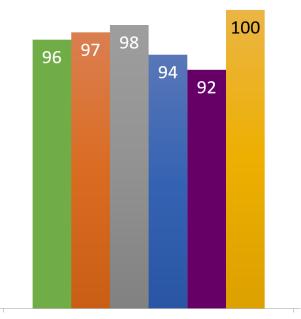
This shows the interaction specific items with scores specific to reason for contact. No matter why someone was contacted, the ratings of the trooper's respect and communication are universally high.

The most common reason for contact is a traffic violation. Respondents contacted for violations are among the most favorable. Those who identify as victims are the least favorable, though this response group is much smaller in comparison.

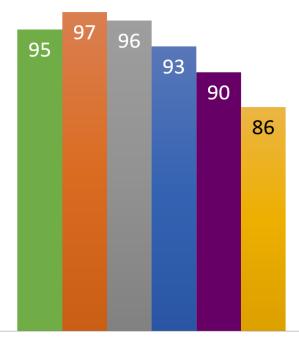
## **INTERACTION: CONTACTED BY TROOPER**



Treated w/ respect in your contact with CSP



Effectiveness in clearly, effectively communicating why you were contacted



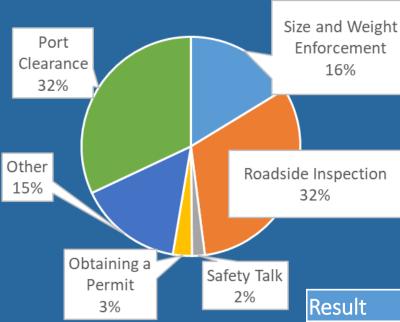
Effectiveness in clearly, effectively communicating responsibilities for what to do next

Results vary by the respondent's result of contact with a trooper. Those who receive a warning are most positive, while those who receive a citation are less positive.

Even those whose interaction resulted in an arrest are positive about respect and communication.



# **INTERACTION: VISITED POINT OF ENTRY**



321 (10%)
Said they
visited a
point of
entry

The pie chart shows the percentage of reasons why respondents visited a port of entry.

Result	N	%
Warning	19	6%
Citation	11	3%
None	233	73%
Other	56	17%

This bar graph shows the scores of items asked specifically of respondents who visited a port of entry.

#### Examples:

- Inspection
- Received information
- N/A, passenger through POE

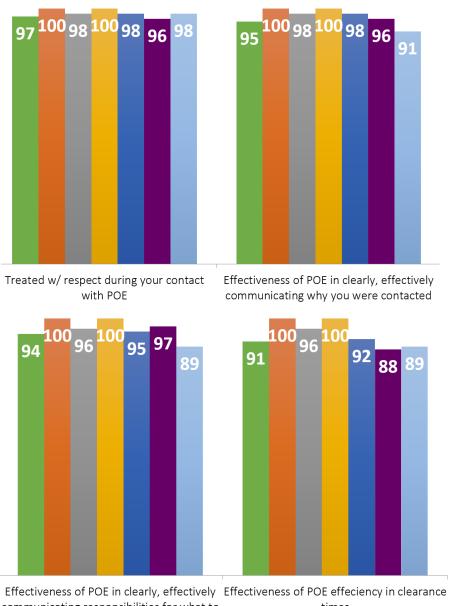


■ Overall ■ CMV Operator

Note that scores for the survey overall vs. those from commercial vehicle operators are essentially identical. Scores are very high, and stable from 2015.



## **INTERACTION: VISITED POINT OF ENTRY**



communicating responsibilities for what to times

do next

Scores are high and very stable, both overall and across response groups.

#### **Reason for Contact**

■ Overall ■ Safety Talk

■ Size / Weight Enforcement

■ Obtaining a Permit

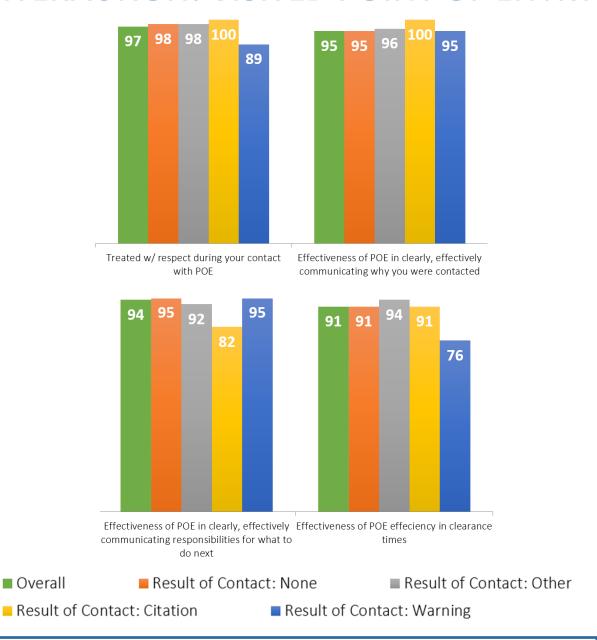
Other

■ Roadside Inspection

■ Port Clearance



### **INTERACTION: VISITED POINT OF ENTRY**

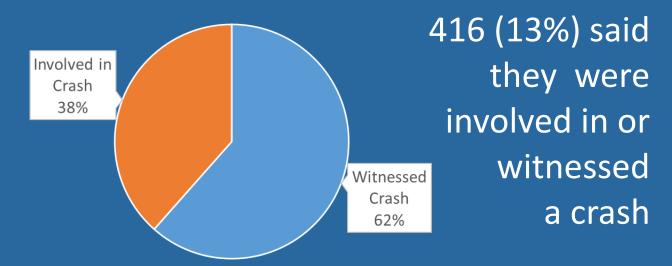


Results vary depending on the result of contact, similar to the pattern seen with respondents who were contacted by a trooper.

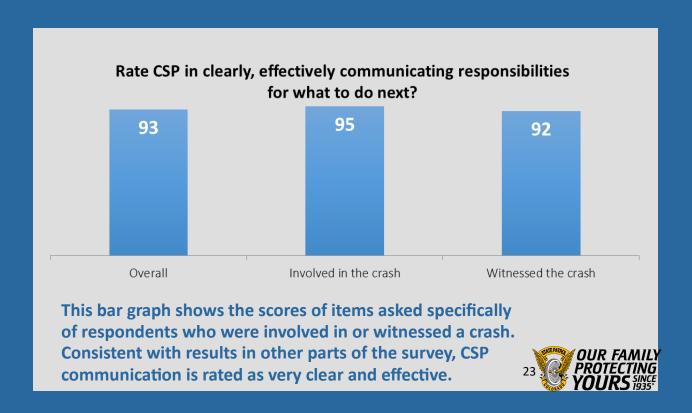
Those who receive a warning are more critical. Though the scores are not negative by any means, it breaks a common trend, in which the more serious the consequence, the more skeptical the opinions.

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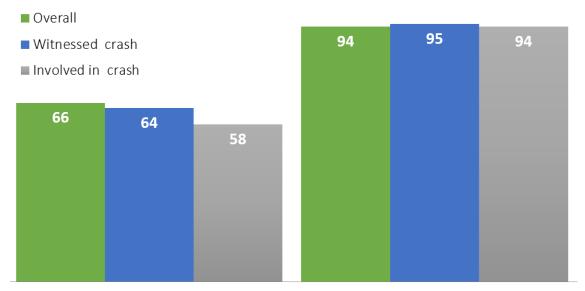
# INTERACTION: INVOLVED IN/WITNESSED CRASH



The pie chart shows the percentage of respondents who were involved in vs. witnessed the crash (close to 40/60).

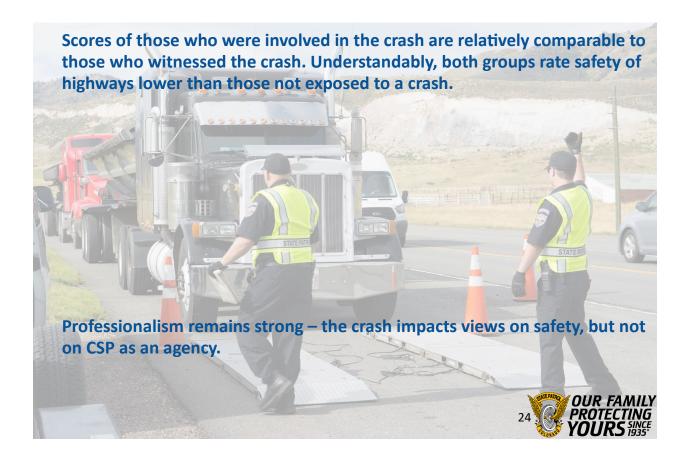


# INTERACTION: INVOLVED IN/WITNESSED CRASH

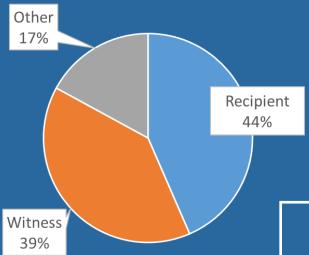


Rating of Colorado's highways and interstates safety

Sat w/ CSP acting in a professional and honorable manner



## **INTERACTION: ROADSIDE ASSISTANCE**



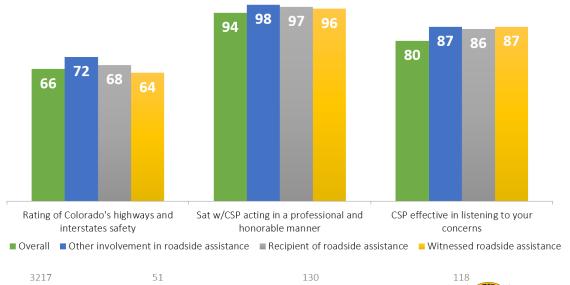
The pie chart shows the percentage of respondents who had different types of involvement, with the clear majority receiving assistance.

302 (9%) said they interacted with roadside assistance

Those who were recipients of roadside assistance are almost equivalent to those who witnessed it.

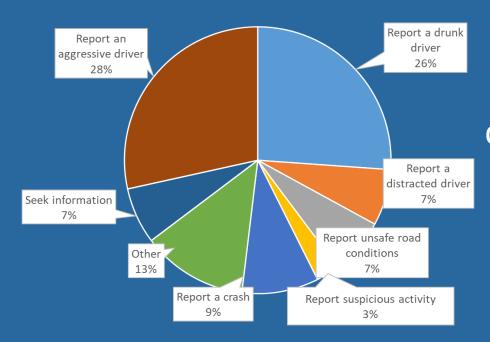
Those with "other" types of interaction are most positive. The "other" group includes a variety of interactions, yet includes partner agencies and people who helped the Colorado State Patrol deliver the assistance.

### Scores for core items were separated by involvement in roadside assistance.



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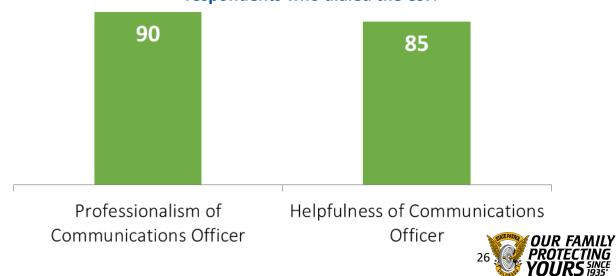
# INTERACTION: <u>DIALED COLORADO STATE PATROL</u>



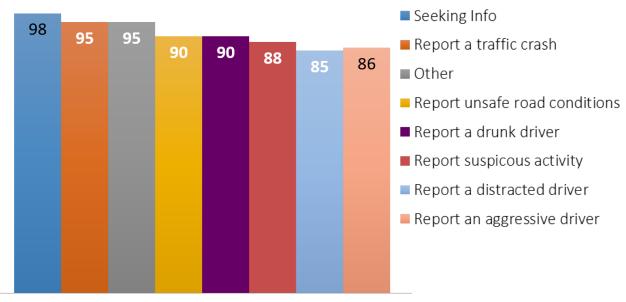
608 (19%) said they dialed CSP

The pie chart shows the percentage of reasons why respondents called in. Interestingly, almost a third are calling to report an aggressive driver, with another quarter reporting a drunk driver.

This bar graph shows the scores of items asked specifically of respondents who dialed the CSP.

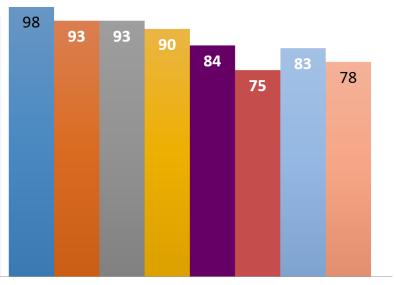


# INTERACTION: DIALED COLORADO STATE PATROL



Professionalism of the Communications Officer you spoke with

These graphs shows interaction –specific questions cut by the reasons why respondents called in. Across groups, both professionalism and helpfulness are very positive. Helpfulness has improved since 2015 across smaller sub groups.

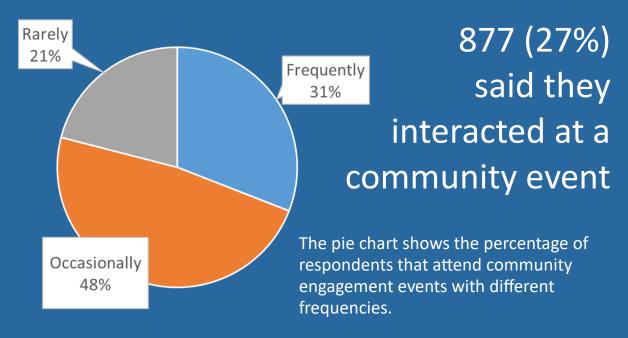


Helpfulness of the Communications Officer you spoke with

Those calling to report suspicious activity and aggressive drivers are least satisfied with helpfulness. These may be the conditions under which it is harder to give a clear indication of what happened as a result of the call, and close the feedback loop with the person calling in.

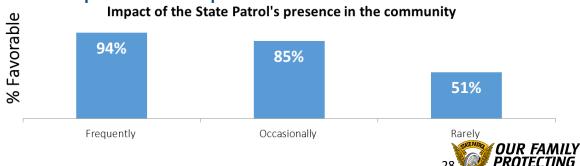
OUR FAM PROTECTION

# INTERACTION: COMMUNITY ENGAGEMENT EVENT

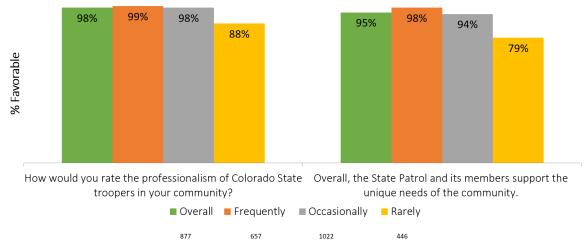


This bar graph shows the scores of the impact question asked specifically of respondents who attended a community engagement event. The more frequent exposure to events a respondent has, the more impact they see. This underscores that community events are seen as important, especially as viewed by those who know them best.

The group who rarely attends community events has improved the most, suggesting that they get a sense of impact from other places, whether from social media, word of mouth, or something similar. The group who rarely attends community events has improved the most, suggesting that they get a sense of impact from other places.



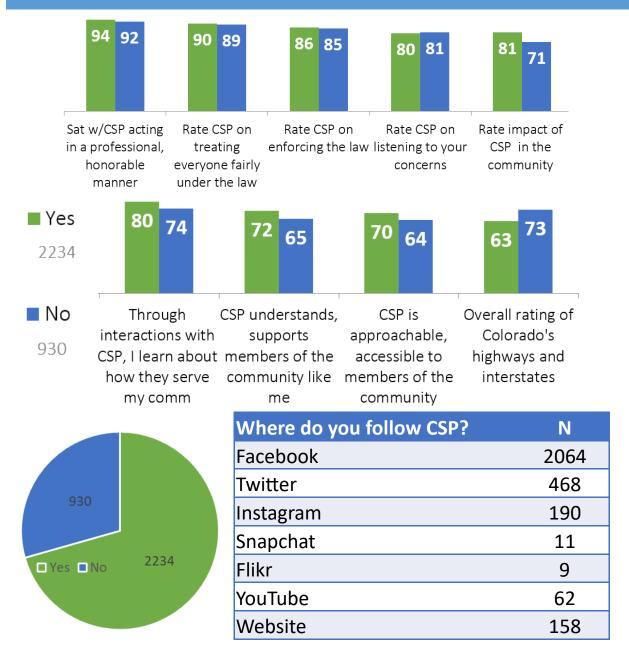
# INTERACTION: COMMUNITY ENGAGEMENT EVENT



The more frequently a respondent attended a community event, the more positive their ratings are, suggesting a consistent, positive experience. As echoed throughout the survey, the CSP is viewed as professional across all kinds of interactions. Those who attend community events are likely to see the State Patrol as understanding their unique needs – those who don't attend events don't feel the same two-way understanding.



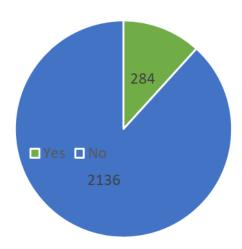
## **INTERACTION: SOCIAL MEDIA**



New in 2018, respondents were asked if they follow the State Patrol on social media, and if so, where. The pie chart shows how many respondents follow CSP (2234) and the table above shows where they follow. Across core values items, scores of followers are relatively close to those who don't. Those who follow do tend to be more positive on community understanding but more negative on safety.

OUR FAMILY PROTECTING YOURS SMEET

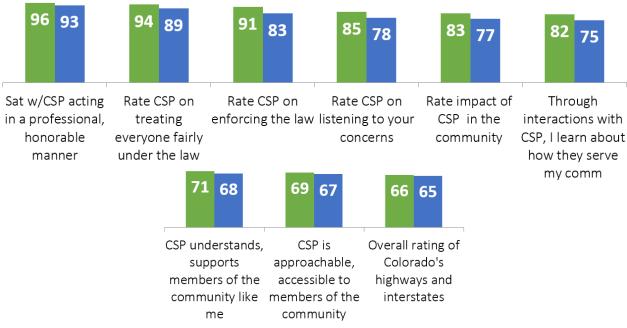
## **CAREER WITH CSP**



What position are you interested in	N
Trooper	176
Other Personnel	83
Communication Officer	27
Port of Entry Officer	23
Security Officer	13

New in 2018, respondents were asked if they are interested in a career with CSP, and if so, which type of position.

The pie chart shows how many respondents are interested in a career with CSP (284) and the table shows which position they are interested in.



Across core values items, scores are similar.

Those interested in careers are slightly more favorable on community items, but close to the same on core values and safety.



### **CONCLUSION**

The Colorado State Patrol is a national leader in law enforcement and strives to constantly evaluate the progress and success of its mission while identifying areas for improvement. Public opinion survey is only one method used to measure the quality of services an agency provides as well as the professionalism of the members who provide these services.

As evident by the overall positive survey findings, the CSP already has procedural justice and fair and impartial policing principles embedded in the agency's culture. Even when the survey respondent received a citation for violating the law, they felt treated with respect and listened to throughout the contact. These important survey findings highlight the very definition of procedural justice:

- Treating people with dignity and respect
- Giving individuals "voice" during encounters
- Being neutral and transparent in decision making
- Conveying trustworthy motives



After analyzing the results of the survey, the Colorado State Patrol's level of honor, duty and respect held by members across the organization is apparent and should be commended. The Colorado State Patrol will continue to work towards securing the safety and security of the motoring public.

